

THE EFFECTIVENESS OF PUBLIC RELATIONS PROGRAMS OF BRAYAT MINULYA HOSPITAL



FINAL PROJECT REPORT

**Submitted as Partial Requirement in Obtaining Degree in the
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University**

By:

Suci Astriyani

C9310075

**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA**

2013

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APPROVAL OF CONSULTANT


Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

Title : THE EFFECTIVENESS OF PUBLIC RELATIONS PROGRAMS OF
BRAYAT MINULYA HOSPITAL

Name : Suci Astriyani

Nim : C9310075

Supervisor



Bayu Budihardjo, S.S., M.Hum

APPROVAL OF THE BOARD OF EXAMINERS

Report Title : **THE EFFECTIVENESS OF PUBLIC RELATIONS
PROGRAMS OF BRAYAT MINULYA HOSPITAL**

Student's Name : Suci Astriyani

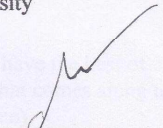
NIM : C9310075

Examination Date : July 25th, 2013

Accepted and Approved by the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

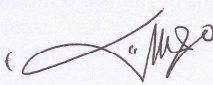
Drs. Mugijatna, M.Si, Ph.D

Chairperson

()
NIP 195102011986011001

Ardianna Nuraeni, S.S, M.Hum

Secretary

()
NIP 198209272008122001

Bayu Budihardjo, S.S, M.Hum

Main Examiner

()

Faculty of Letters and Fine Arts,

Sebelas Maret University

Dean

Drs. Riyadi Santosa, M.Ed, Ph.D

NIP 196003281986011001



MOTTO

Let your hope make you glad. Be patient in time of trouble and never stop praying.

(Romans 12: 12)

Delight yourself in the Lord and He will give you the desires of your heart.

(Psalm 37: 4)

More people would learn from their mistakes if they weren't so busy denying them.

(Harold J. Smith)

If God brings you to it, He will bring you through it.
When you are down to nothing, God is up to something.

(Anonym)

The happiest of people don't necessarily have the best of everything;
they just make the most of everything that comes along their way.

(Karen S. Magee)

The first step in achieving prosperity and wealth is learning to appreciate what you
already have.

(S. Richardson)

Doubt limits you from what is already yours,
But faith unlocks the doors allowing you to walk in and receive it.

(Jeannette Tyson Gregory)

Do what you can, with what you have, where you are.

(Theodore Roosevelt)

Success isn't permanent and failure isn't fatal.

(Mike Ditka)

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DEDICATION



This final project report is whole-heartedly dedicated to:

- Jesus Christ
- My lovely Dad and Mom
- My beloved brothers
- My university

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PREFACE

This final project report is written based on the job training done by the writer from February 11th – March 11th 2013 in the Public Relations and Marketing division of Brayat Minulya Hospital to fulfill the requirements in obtaining the English Diploma III Program Degree.

I choose Brayat Minulya Hospital hospital as a place for implementing job training because I want to learn about the practice of Public Relations activity, especially in the hospital. In this final project, I explain the activity of Public Relations and Marketing division in doing their job to create good relationship with external public by implementing programs.

I realize that the final project report is far from perfect. At least, I hope that this report will be useful for all those who are interested in Public Relations.

Surakarta, July 2013

Suci Astriyani

ACKNOWLEDGEMENT

All praise to Jesus Christ for His blessing so that I finally can finish my final project report. This final project report is written as a partial fulfillment of the requirement in obtaining Diploma Degree in Faculty of Letters and Fine Arts.

In finishing my final project report, I would like to express gratitude to:

1. Drs. Riyadi Santosa, M.Ed, Ph.D, the dean of the Faculty of Letters and Fine Arts, Sebelas Maret University, who has given permission to write this final project report, I thank you for your wisdom.
2. Yusuf Kurniawan, S.S, M.A, the head of English Diploma Program and my academic supervisor, who has given permission to conduct job training for arranging this final project report.
3. Bayu Budihardjo, S.S., M.Hum, my final project supervisor, who has given guidance and advice patiently to finish writing this final project report.
4. All lecturers of English Diploma Program who taught patiently and gave a lot of motivation to stay focus in my study.
5. Brigitta Adventa F, S.H and Mrs. Titik, the Public Relations and Marketing division of Brayat Minulya Hospital, who gave opportunity, knowledge and advice during job training in the hospital.

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6. All managements of Brayat Minulya Hospital for their kindness, I am glad to have new family there.
7. My lovely parents, Muryanto and Sri Mulyani, who give love, support, encourage, pray and all the best for me.
8. My beloved brothers, Pondra Wijayanto, Anjar Setiawan and Gilang Saputra who give love, support, pray and help me to face obstacles in my life.
9. My friends, Desi and Catharina, thanks for our togetherness.
10. The English Diploma Students year 2010. For all my friends in class A, B and C. I will remember our togetherness and the real struggle of studying in English Diploma Program.
11. The big family of class C, Nia, Wiji, Sri, Uni, Reiza, Eno, Ratna D, Ratna K, Nur, Septi, Ressani, Ridha, Sari and all my friends who I can not mentions one by one. Thanks for our togetherness, help and support. I miss you just the way you are.
12. My friends in Public Relations mainstream, Desi, Wiji, Reiza, Karima, Mely, Monica, Clarissa, Aster, Tutik, Wulan, Priska, Anis, Faizal, Satria, Fahrul, Ikhsan, thank you for our togetherness and spirit in learning Public Relations.

Surakarta, July 2013

Suci Astriyani

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ABSTRACT

Suci Astriyani, 2013. The Effectiveness Of Public Relations Programs of Brayat Minulya Hospital. English Diploma Program, Faculty of Letters and Fine Arts, UNS.

This final project report is written based on the job training done in Public Relations and Marketing division of Brayat Minulya Hospital within a month from February 11th – March 11th 2013. I did some activities such as taking part in maintaining good relationship with external public and partner companies, implementing programs of Brayat Minulya Hospital, making recapitulation data of complaint and advice form from patients and checking brochure, flyer as well as complaint and advice form.

The objectives of this report are to evaluate the effectiveness of Public Relations programs and to propose improvement for Public Relations programs of Brayat Minulya Hospital. The programs are Celebrating World Ill People Day, Fifty-Thousand Package program, Health Talk Show in Ria FM Radio, Medical Check Up in Car Free Day, Spiritual Broadcast and Pregnant Mother Gym Package. The programs done by the hospital are relatively effective but one of the programs still needs an improvement. Most of them have been running well because they are well welcomed and can fulfill the needs of public. Besides, the programs done by Brayat Minulya Hospital can reflect the vision and mission of the hospital. Therefore, the function of Public Relations as primary liaison between Brayat Minulya Hospital and its public can be well executed.

I propose improvement for the programs of Brayat Minulya Hospital, they are: the celebration of World Ill People Day should be held for more than a day, the duration of health talk show program should be prolonged, the socialization of programs done by the hospital should be improved especially for Fifty Thousand Package Program, the kinds of medical check-up in Car Free Day should be made more varied, the announcer of spiritual broadcast should give ill people prayer for non-Catholic patients and the pregnant mother gym package should be held more frequently. I also propose socialization plan for programs done by Brayat Minulya Hospital. The first one is socialization on website of Brayat Minulya Hospital. The second one is socialization on Ria FM radio during break time of health talk show. The last one is making press releases about programs which will be implemented.

TABLE OF CONTENTS

TITLE	i
APPROVAL OF CONSULTANT	ii
APPROVAL OF THE BOARD OF EXAMINERS	iii
MOTTO	iv
DEDICATION	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
TABLE OF CONTENTS	x
CHAPTER I: INTRODUCTION	
A. Background	1
B. Objectives	3
C. Benefits	3

CHAPTER II: LITERATURE REVIEW

A. Definition of Public Relations	5
B. Roles of Public Relations	6
C. Functions of Public Relations	8
D. Activities of Public Relations	9
E. Public of Public Relations	11
F. Communication Wheel	13
G. Program of Public Relations	17
H. Definition of Image	18
I. Definition of Hospital	20

CHAPTER III: JOB TRAINING RESULT

A. General Description of Brayat Minulya Hospital	22
B. Job Training Activities	24
C. Communication Channels in Brayat Minulya Hospital	27

Programs implemented as one of communication channels

1. Celebrating World Ill People Day	30
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2. Health Talk Show in Ria FM Radio	32
3. A Fifty-Thousand Package	33
4. Medical Check-Up in Car Free Day	35
5. Spiritual Broadcast	36
6. Pregnant Mother Gym Package	38
D. The Proposal to Improve Public Relations Programs	39
CHAPTER IV: CONCLUSION AND SUGGESTIONS	
A. Conclusion	42
B. Suggestions	43
BIBLIOGRAPHY	
APPENDICES	